

Creating Your Amazon Seller Account

There are two types of seller account:

1. The Professional Seller Account
2. The Individual Seller Account

The Professional account has a cost of \$39.99 per month on Amazon.com, £25 + VAT per month on Amazon.co.uk. Sometimes Amazon have a free month's trial, but at the time of creating this hand out, there is no free trial.

The Individual account is free.

I recommend that you register for the Individual account – for now. This will give you the opportunity to get familiar with seller central, without any pressure. Upgrading is easy to do at any time.

IMPORTANT: It is far better to **choose a generic name for your seller account.** Why? Well let's say for example that right now you plan to sell in the Kitchen category, and you call your seller account 'Kitchen Kings'. What if, later you decide to sell in the Sports or the Beauty category? See what I mean? Whereas if you choose a completely generic name, it will look okay no matter which category you are selling in. You could be selling in multiple categories and your seller name won't look out of place.

Take the time to complete all the required fields as accurately as possible. You can go back later and edit most things.

Please note that only one seller account per household is allowed and Amazon is very strict about this rule.